

**CONTRACT**

www.wlwt.com

**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

And:

**American Rambler**  
**138 Conant Street**  
**Beverly, MA 01915**

<u>Contract / Revision</u> 940008 /		<u>Alt Order #</u> 06265553
<u>Product</u> RNC-ROMNEY		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u> 11
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	08/08/12	08/10/12	6-7a news	6-7a		:30			NM	6	\$12,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$2,000.00			
2	WLWT	08/13/12	08/14/12	6-7a news	6-7a		:30			NM	4	\$3,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$800.00			
3	WLWT	08/08/12	08/10/12	NBC Today Show	7-9a		:30			NM	6	\$27,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$4,500.00			
4	WLWT	08/13/12	08/14/12	NBC Today Show	7-9a		:30			NM	4	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$1,500.00			
5	WLWT	08/08/12	08/10/12	5-530p M-F news	5-530p		:30			NM	6	\$4,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$800.00			
6	WLWT	08/08/12	08/10/12	530-6p M-F news	530-6p		:30			NM	6	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$1,000.00			
7	WLWT	08/13/12	08/14/12	530-6p M-F news	530-6p		:30			NM	4	\$2,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$675.00			
8	WLWT	08/08/12	08/10/12	6-630p M-F news	6-630p		:30			NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$1,200.00			
9	WLWT	08/13/12	08/14/12	6-630p M-F news	6-630p		:30			NM	4	\$3,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$800.00			
10	WLWT	08/08/12	08/10/12	7-730p	7-730p		:30			NM	6	\$4,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$800.00			
11	WLWT	08/13/12	08/14/12	7-730p	7-730p		:30			NM	4	\$3,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$800.00			
12	WLWT	08/11/12	08/11/12	OLYMPICS WEEKEND DAY	OLYMPICS WEEK		:30			NM	4	\$15,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----4-				4	\$3,750.00			
13	WLWT	08/11/12	08/11/12	Late News Olympics	Late News		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$3,000.00			
14	WLWT	08/11/12	08/11/12	Sa/Su 6p News Olympics	6-7p		:30			NM	2	\$4,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$2,000.00			
15	WLWT	08/12/12	08/12/12	Late News Olympics	Late News		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$3,000.00			
16	WLWT	08/08/12	08/10/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	6	\$15,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$2,500.00			
17	WLWT	08/08/12	08/10/12	Late News Olympics	Late News		:30			NM	6	\$18,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$3,000.00			
18	WLWT	08/12/12	08/12/12	OLYMPICS WEEKEND DAY	OLYMPICS WEEK		:30			NM	2	\$7,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$3,750.00			
19	WLWT	08/12/12	08/12/12	Sa/Su 6p News Olympics	6-7p		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$3,000.00			
N 20	WLWT	08/13/12	08/14/12	730-8p	730-8p		:30			NM	2	\$1,600.00
Class of Time - Immediately Pre-emptible without notice												

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08/08/12 - 08/14/12	RNC-ROMNEY	11

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/President	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$800.00			
21	WLWT	08/08/12	08/10/12	OLYMPIC ZONE	OLYMPIC ZONE		:30			NM	3	\$9,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$3,000.00			
22	WLWT	08/12/12	08/12/12	COUNTDOWN TO CLOSING	COUNTDOWN TO		:30			NM	2	\$24,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$12,000.00			
23	WLWT	08/12/12	08/12/12	CLOSING CEREMONY	CLOSING CEREM		:30			NM	2	\$50,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$25,000.00			
Totals											91	\$242,200.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	91	\$242,200.00	\$205,870.00
<b>Totals</b>	<b>91</b>	<b>\$242,200.00</b>	<b>\$205,870.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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